

| | Demographic Categories | Value | Preselected Value Advertisement 1 | Preselected Value Advertisement 2 |
|---|-----------------------------|-------|--------------------------------------|--------------------------------------|
| ① | Sports Fan | 1 | 0.5 | 0.7 |
| ② | Science Fiction Fan | 0.7 | | |
| ③ | Parent | 0 | | |
| ④ | Dog-Lover | 0.5 | | |
| ⑤ | Cat-Lover | 0.7 | | |
| ⑥ | Annual Income Over \$20,000 | 1 | | |
| ⑦ | Annual Income Over \$30,000 | 0 | 1 | |
| ⑧ | Annual Income Over \$50,000 | 0 | | |
| ⑨ | Female Age 20-30 | 0 | | |
| ⑩ | Male Age 18-40 | 1 | | 1 |

FIG. 2

| User Input | Weight Value |
|--------------------------------|--------------|
| ① Record Program | 1.0 |
| ② Set Reminder | 0.5 |
| ③ Tune/Watch Minimum 5 Minutes | 0.5 |
| ④ Retrieve Information | 0.25 |

FIG. 3

Demographic Categories

| Channel | Sports Fan | | Science Fiction Fan | | ... |
|-------------|------------------------|--------------------|------------------------|--------------------|-----|
| | Preselected Value (PV) | Weight Factor (WF) | Preselected Value (PV) | Weight Factor (WF) | |
| ESPN | 0.95 | 2 | 0.6 | 1.5 | |
| Channel XYZ | 0.5 | 1 | 0.8 | 1.8 | |
| ⋮ | | | | | |

FIG. 4

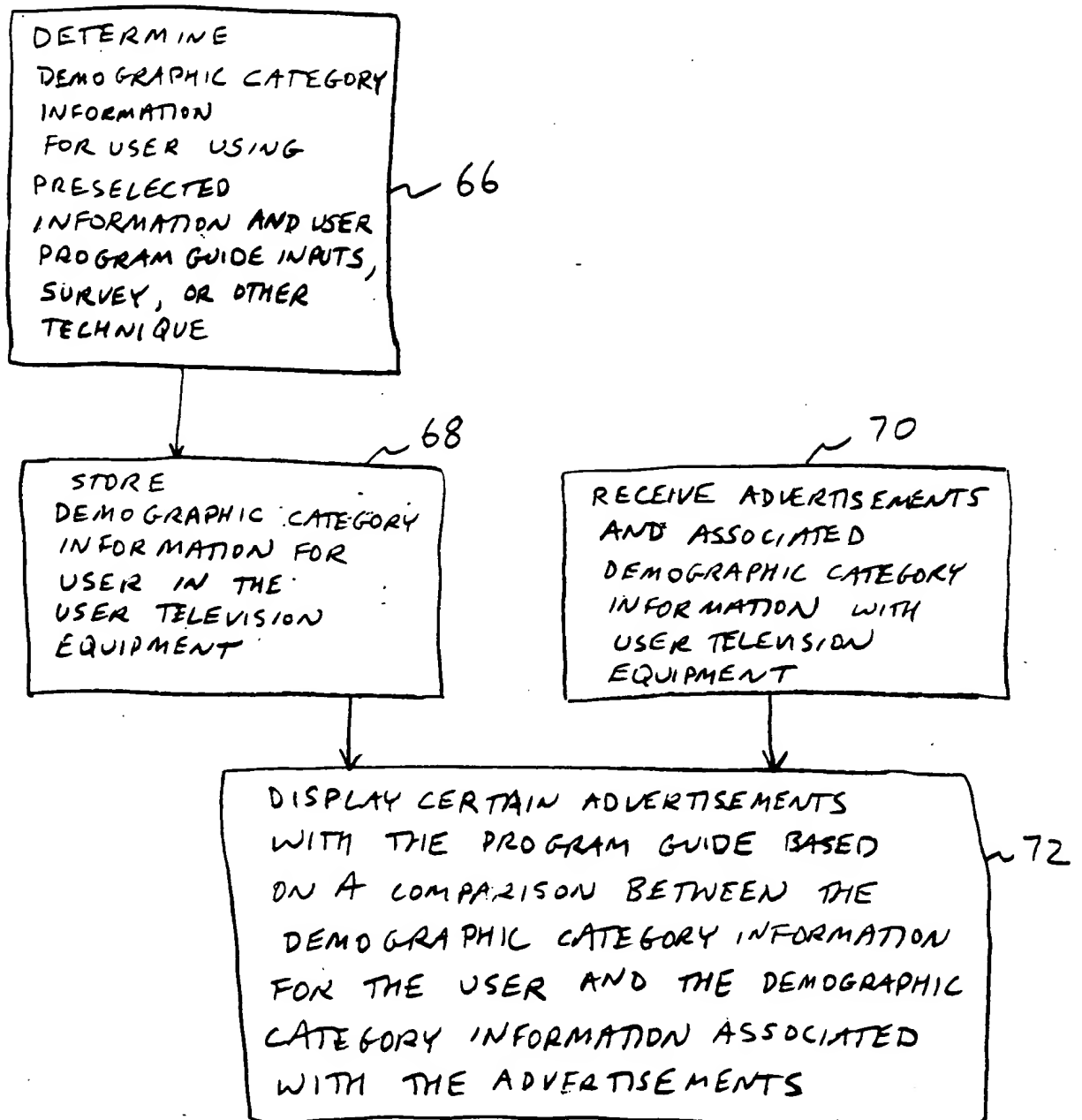


FIG. 5